

Booking  
NOW for  
Events

Only  
**16%**

of respondents are  
booking for events

**> 3/4**

of those booking  
are for events from  
September onward

Returning  
to Events

**72%**

would consider attending  
events if venues re-opened  
with social distancing

**64%**

would not consider  
booking for events for  
**at least 3 months**

Safety and  
Comfort



- Hand sanitiser
- Info on cleaning procedures
- Covid-safe 'kite mark'
- Households seated together



- Daytime performances
- Toilet restrictions
- Unallocated seating

Digital  
Culture

**80%**

are interested in  
culture online

**2/3**

**would pay for it**

Outdoor  
Culture

**96%**

are interested in  
culture outdoors

**> 3/4**

**would pay for it**

Over 4,800 audience responses have been collected to date across venues in both Northern Ireland and the Republic of Ireland, with no significant differences despite different approaches to lockdown easing. Organisations are welcome to quote data from this survey, however we ask that you credit the After the Interval Survey, a partnership between Thrive and Indigo Ltd.